

THE DROP

FALL 2019



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OUR MISSION

The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves and beaches through a powerful activist network.

SURFRIDER.ORG



LETTER FROM OUR CEO

35 YEARS OF COASTAL PROTECTION

On August 22, 2019, we celebrated the Surfrider Foundation's 35th anniversary and the sparks that ignited our powerful movement to protect and enjoy our ocean, waves and beaches. Since Surfrider was founded, more than 11,000 people have led chapters, almost 500,000 people have attended a chapter meeting, and over 1.8 million volunteers have dedicated more than 3 million volunteer hours to defend clean water and healthy beaches. In that time, we have removed over 6 million pounds of trash through 20,000 beach cleanups; we have collected 200,000 water samples to protect public health; and as a result of that shared dedication and hard work, our network has achieved more than 600 official victories to protect our ocean and coasts for the future.

Collectively, our impact is enormous and is a testament to the power of grassroots organizing and working together to protect what we love. In Maine, our local chapter successfully passed the first statewide foam ban in the nation. In Hawai'i, one of the birthplaces of our Ocean Friendly Restaurants

program, we're fighting to defend the Clean Water Act. On every coast, we are protecting our ocean and coastlines at local, state and national levels. We're also working with partners, such as Love Beauty and Planet, and leaders in coastal conservation, including Kim Johnson, to reduce plastic pollution and help to amplify our reach nationwide. Across the country, our chapters and student clubs are achieving incredible wins and this year, we're on track to have our most impactful year in the history of Surfrider.

As coastal protection champion, Peter Douglas, famously stated, "The coast is never saved; it's always being saved." Thank you for helping us to continue to fight each and every battle and protect our ocean, waves and beaches for this and future generations.

For Clean Water and Healthy Beaches,

Dr. Chad Nelsen
Chief Executive Officer

MAKING PROGRESS

FIGHTING FOR CLEAN WATER & HEALTHY BEACHES

BY PETE STAUFFER, ENVIRONMENTAL DIRECTOR

Ever since Surfrider's first legendary victory in 1984 to protect Malibu's famed surfing break, we have been known for our dedicated grassroots activism. Surfrider volunteers work tirelessly to defend our coasts from threats, such as offshore drilling, water and plastic pollution, and the potential loss of public access. We also work at local, state and federal levels to help drive laws that will protect coastal and ocean resources into the future.

This year, Surfrider's advocacy began with a blistering sprint and, as of August, we have earned more than **62 coastal victories**.

These wins address the range of issues that we work on: plastic pollution, water quality, beach access, coastal preservation and ocean protection. They also reflect Surfrider's increasing influence in coastal conservation as our network aims to break our previous 2018 record of 82 victories in a year.

The majority of Surfrider's recent achievements address the global plastic pollution crisis that is suffocating marine life and invading every area of the ocean. Led by our chapters across the country, we have secured 41 plastic pollution victories to curb the wasteful consumption of plastic bags, straws, foam containers and other single-use products. These include groundbreaking wins in Maine, Oregon, Maryland and California to pass state laws that will help to reduce plastic pollution.

Surfrider has also attained major campaign victories across a range of environmental priorities. In February, we helped to save

Below: Surfrider coastal defenders and recreation industry representatives gathered in Washington, D.C. for Coastal Recreation Hill Day to ask our nation's leaders to protect our ocean and coasts.



Right: A traveling surfboard with hundreds of business signatures was presented to elected officials as a symbol of opposition to new offshore drilling.



critical funding for coastal management and clean water programs in the 2019 federal budget. In June, we stopped the Williams Transco gas pipeline, thanks to the inspired advocacy efforts of our New York and New Jersey chapters. In addition, we helped to defend one of our nation's most successful conservation programs, the Land and Water Conservation Fund, after Congress allowed it to expire last year.

Undoubtedly, our work at the federal level has benefited from the success of Coastal Recreation Hill Day, which brought over a hundred Surfrider chapter leaders and staff to Washington, D.C. earlier this year. Joined by the Surf Industry Manufacturers Association and other supporters, Surfrider met with the Trump administration and 125 Senate and House offices about ways to protect our ocean and coasts. The Hill Day event elevated the influence of Surfrider in federal policy and also mobilized the ocean recreation community as a powerful voice for conservation.

Finally, Surfrider has made important progress in our campaign to defend U.S. coastlines from

proposed offshore oil drilling. This spring, the Trump administration indefinitely delayed its process to revise the 5-year offshore drilling plan. A major factor in stalling these efforts has been the growing opposition from communities, businesses and individuals, which Surfrider's network has supported from coast to coast.

While we're excited about the significant progress that we have made on these and other issues, we also understand that our work is far from done. We invite you to join our efforts to protect our ocean, waves and beaches for the future. To get involved, find a nearby Surfrider chapter at surfrider.org/chapters or support Surfrider's volunteer coastal defenders at surfrider.org/support-surfrider.

Learn more about Surfrider's victories and current campaigns at surfrider.org/campaigns.



Above: Activists in Miami, Florida, joined together to demonstrate support for the protection of our coasts.



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GUEST FEATURE

JOINING THE OCEAN FRIENDLY MOVEMENT

BY ED KENNEY, CHEF AND OWNER OF TOWN, MUD HEN WATER, KAIMUKI SUPERETTE AND MAHINA & SUN'S RESTAURANTS, AS TOLD TO THE SURFRIDER FOUNDATION

"I've always loved food. Most people do. My mom was an incredible cook and we grew up in a little cottage cooking together as a family. We lived three houses away from the beach in Honolulu, Hawai'i, so the ocean was my backyard. I spent all my time around Maunalua Bay. That's where I first learned how to surf, where my dog's ashes are scattered, and where mine probably will be too someday. Our local Ocean Friendly Restaurants all go back to how I was raised and grew up."

When Ed Kenney was fresh out of college, he started in the commercial real estate industry but eventually realized that direction didn't move him intrinsically. So Ed traveled for a year and had a lightbulb moment in Vietnam. Sitting in Hanoi, enjoying a bowl of soup with locals, he understood the power that food has to bring people together. As soon as Ed returned home, he got his first restaurant job and then hit the ground running. His goal was to open his own place in 10 years so he worked hard and in 2005, Ed opened Town, his first restaurant.

"That initial revelation is really what steered me toward becoming a chef and restaurateur. It still blows me away that every day, I have the opportunity to gather people together to enjoy food, tell stories and connect. The motto for

our four restaurants is 'reconnecting people to the food they eat and those they eat with.' We also have the ability to raise awareness of where food came from, who grew it and the affect it has on the environment, family and culture. It's all woven together."

In Hawai'i, communities are surrounded by water. It's a unique place as one of the most populated, isolated landmasses in the world. Less than two centuries ago, Hawai'i was food secure. Now, more than 1 million people live in O'ahu, and about 92% of all food for consumers is shipped in. Each of Ed's restaurants, Town, Mud Hen Water, Kaimuki Superette and Mahina & Sun's, work to promote local agriculture, fishermen and ranchers producing 'pono' (just) and 'ono' (delicious) food.

When Ed first started out, he didn't realize how much of an effect a 70-seat restaurant could make. After five or six years, his team started tracking their guest count and purchasing. After seeing how much produce and sustainable seafood local restaurants can maintain and serve, they decided to expand and magnify their reach. Ed opened neighborhood restaurants to support producers, feed the community and develop relationships and connection. His approach to food is local first, organic whenever possible, with Aloha always.



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Above: Restaurateur Ed Kenney and musician Jack Johnson show their support for Ocean Friendly Restaurants.

"We've been involved with beach cleanups for a long time and joining Surfrider's Ocean Friendly Restaurants program has been a way to help protect the ocean, waves and beaches that we love. We're so moved by what Surfrider does and want to do what we can to support the mission. Of course, the Ocean Friendly Restaurants placard in the window doesn't hurt either. We're proud of the recognition that we've earned from Surfrider and other organizations, including the Hawai'i Green Business Program for being an Ocean Friendly Restaurants leader, and the Seafood Watch accreditations that we've attained. They all paint a picture about what kind of restaurants we are."

Ed and his team are always working toward conservation improvements. Recently, they've been talking about carbon sequestration, ocean

pollution, sustainable seafood and continuing to reduce single-use plastics. Ed once received an email from a guest mentioning that they not only felt good after eating the food at Town, but they also felt good about dining at the restaurant. Basically, they knew their hard-earned dollars were going back into a system of preservation and conservation.

Many smaller restaurants in the area were founded with the same value set as Ed's. As more people sign on to the Ocean Friendly Restaurants program, Ed has seen that others become interested and join. He knows of restaurants that used to offer foam containers and after making changes, they now have Ocean Friendly Restaurants placards in their windows.

"I love the work that the Surfrider Foundation does and I think one of the best things we can do is to share our wisdom with the people next to us who may not already be aware of coastal threats and how we can solve them. That's what will really make a difference. Information doesn't necessarily change behavior but getting involved and taking action, getting our hands dirty, is key."

These days, Ed's favorite moments are on Saturdays, when he cooks breakfast with his family and 18-year-old son. They usually create a big breakfast, followed by a surf session.

"I love that two of the most important things, surfing and Ocean Friendly Restaurants, both started here. It's amazing to see the impacts on our communities and the effects of change in large numbers. We're all connected and it's up to each of us to protect the places we love for this and future generations."

Find your nearest Ocean Friendly Restaurant at go.surfrider.org/ofr.



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CAMPAIGN SPOTLIGHT

DEFENDING THE CLEAN WATER ACT AT THE U.S. SUPREME COURT

BY ANGELA T. HOWE, ESQ., LEGAL DIRECTOR

The fate of Maui's coastal waters and that of the nation's premier water quality protection law, the Clean Water Act, is headed for the U.S. Supreme Court. Surfrider's 11-year campaign to protect the waters off the northwest shore of the island of Maui from sewage discharges could culminate with a ruling from the nine justices that sit at the apex of the American legal system.

Whether you are able to experience the beautiful waters of Hawai'i regularly or not, this case will matter to you. It could set a precedent throughout the U.S. for the applicability of the Clean Water Act to protect our nation's waterways, including nearshore ocean waters, lakes, streams and other drinking sources. As a result, the Surfrider Maui Chapter is working toward local solutions for improved water management, while also preparing to litigate if needed, to protect clean water for all people across the nation.

On November 6, the U.S. Supreme Court is slated to consider arguments brought by

the Surfrider Foundation, Hawai'i Wildlife Fund, Sierra Club Maui Group and West Maui Preservation Association. This case is about the County of Maui's wastewater facility, Lahaina Wastewater Reclamation Facility, and its injection of 3-5 million gallons of treated sewage into groundwater every day. While treated, the sewage contains a variety of contaminants, including excess nutrients, that fuel algal blooms and smother coral reefs. The wastewater ends up in the nearshore ocean waters and has devastated a formerly pristine reef. Not only are the impacted areas popular among residents and tourists, but the nearby waters of Kahekili Beach Park are also part of the Hawaiian Islands Humpback Whale National Marine Sanctuary. Therefore, these discharges put both public health and marine life at risk.

After years of trying to negotiate with the County of Maui to address the pollution issue, the Surfrider Foundation initially filed this Clean Water Act case in April 2012 to protect clean water, public health and sensitive reef habitat. Surfrider was successful at both





© CHRISTINE ROBERSON

Above: Kahekili Beach, a beloved spot for tourists and locals alike, is one of the areas where wastewater discharge has threatened the health of both the marine life and the public.

the lower district court and the U.S. Court of Appeals for the Ninth Circuit. The Ninth Circuit ruled that the County of Maui violated the law by injecting treated sewage into the groundwater, which enters the Pacific Ocean, a protected U.S. body of water covered by the federal Clean Water Act. The resulting Ninth Circuit Opinion, written by Judge D.W. Nelson on behalf of a unanimous panel of judges, stated, “At bottom, this case is about preventing the County from doing indirectly that which it cannot do directly.”

The County of Maui argues that it does not clearly add pollution “to” the waterway and that the pathway is indirect because it is through the groundwater and not directly piped to the ocean. However, the results from an EPA-funded tracer dye study, conducted by the University of Hawai’i Manoa, showed conclusively that the Lahaina sewage flows with the groundwater into nearshore waters off Kahekili Beach. In addition, a 2017 peer-reviewed study conducted by the U.S. Geological Survey documented the ongoing and serious harm to the Kahekili Beach reef.



The purpose and intent of the Clean Water Act is to restore and maintain the integrity of waters throughout the U.S. and this is how the law has been interpreted at the lower courts. In 2018, the Environmental Protection Agency (EPA) filed a friend of the court brief in the Ninth Circuit, agreeing with us that the County of Maui was acting illegally. Unfortunately, in April 2019, the EPA issued new guidance reversing the position that the agency had consistently taken under decades of Republican and Democratic administrations. Now, the EPA is aligned with polluting industries that desire free rein to use groundwater as a sewer to dump their waste and toxic discharges into our nation’s lakes, rivers and ocean. The U.S. Supreme Court will ultimately decide if these actions are legal. Considering that the U.S. Supreme Court

granted the writ of certiorari to hear the case and the court composition has changed in recent years, many believe that a challenging battle lies ahead to protect the waters of Maui and the entire nation.

Meanwhile, Surfrider’s Maui Chapter has been engaged in grassroots organizing to persuade the Maui County Council to settle the lawsuit and shift the use of time, energy and finances to fix the problem rather than fight the solution. The Sierra Club estimates that Maui County has already spent \$4.3 million of taxpayers’ dollars on attorneys’ fees to fight against their Clean Water Act obligations and they could be fined more than \$53,000 per day for violations. We are asking Maui County to withdraw its case and work toward a more sustainable, long-term solution instead of jeopardizing the health of not only Maui’s waters, but also the nation’s waterways. Mayor Mike Victorino and the Maui County Council have the opportunity to protect water quality for local residents, businesses and visitors, as well as the island’s treasured waters and reefs.

In May, we testified before the Maui County Council to ask council members to stop pursuing a case that could set a damaging nationwide precedent. We also conducted a Town Hall meeting in August to do the same. Surfrider has advocated to redirect collective efforts toward wastewater alternatives. Reclaimed water can be turned around for beneficial uses to meet West Maui’s demand for fresh water irrigation, rather than injecting it into wells that go straight out to the reef. This could be a valuable resource that would provide much-needed water for outdoor recreation grounds, agriculture and commercial landscaping.

For more than a decade, the Surfrider Foundation has been committed to this battle at every turn. Now, we’re fighting harder than ever for clean water and the Clean Water Act. To use your voice for clean water, petition the County of Maui at go.surfrider.org/maui-clean-water.



© DAMIAN ANTIOCO

Above: A treasured wave near Kahekili Beach that is negatively impacted by the wastewater facility’s injection wells.

INITIATIVE SPOTLIGHT

STATE OF THE BEACH REPORT: IS YOUR STATE MAKING THE MARK?

BY STEFANIE SEKICH-QUINN, COASTAL PRESERVATION MANAGER

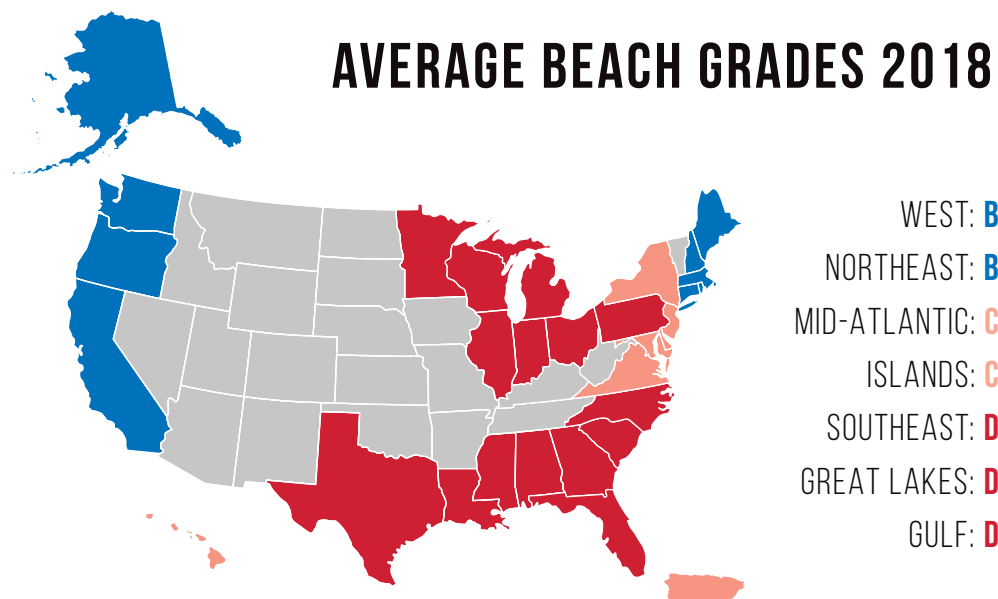
Our planet's ocean and coastlines have inspired and sustained humans for centuries. We rely on the ocean for food, transportation and recreation. In fact, more than half of all people on Earth call the coasts their home. However, our beaches are disappearing at an alarming rate due to the cumulative effects of natural erosion, poor coastal management and an increase in climate change impacts.

In response to current and future threats, Surfrider produces an annual State of the Beach Report, which provides letter grades for 31 coastal and Great Lakes states, in addition to

the territory of Puerto Rico. Scores are applied based on the evaluation of policies that impact coastal development, shoreline armoring, beach fill and sea level rise planning.

The State of the Beach Report was developed to empower citizens to work with decision-makers and ensure the active protection of coastal resources in light of erosion and the effects of a changing climate. The report also functions as a tool to motivate elected officials and agencies to implement proactive, long-term solutions that strengthen the resiliency of our coastlines.

Surfrider's 2018 State of the Beach Report revealed that 74% of states earned a mediocre or failing grade when responding to coastal erosion and sea level rise planning. A noticeable trend highlights the fact that states that are the most vulnerable to extreme weather events, such as destructive hurricanes, are the least prepared to handle coastal erosion and increasing climate change impacts. The highest-scoring states have strong policies



regarding sea level rise planning, building standards, coastal armoring and prohibitions against rebuilding in coastal hazard areas.

While the overarching results demonstrate that the majority of states need to take greater steps to ensure that our nation's coastlines will be protected for future generations, there is also a trend that denotes a clear need for increased federal leadership on shoreline planning and responding to climate change.

The latest science and continuing damage from extreme weather events indicate that U.S. beaches are under siege and highly vulnerable to dangerous flooding and erosion. It is imperative that coastal states and the federal government roll up their sleeves and make hard decisions by planning for climate change impacts and improving building standards. Modifications must address the risk of increasing sea level rise and the extreme weather that we're experiencing now and expect in the future. Changes cannot be based on

standards from when storms and hurricanes were not as severe.

A recent study revealed that sea level rise will impact 300,000 homes and commercial properties in the U.S. over the next 30 years, causing nearly \$136 billion in damages. We owe it to future generations, and our wallets, to proactively plan now to avoid dire consequences.

Fortunately, Surfrider has an army of coastal advocates working in their local communities. Currently, we are engaging in more than 25 local and state efforts to plan for sea level rise. In addition, 14 chapters are participating in dune restoration projects. We also host an annual 'climate change activist' webinar to empower our local members. Surfrider is tirelessly working to protect 100% of our coastlines and we need your help to meet that goal. Join us!

Find out more at go.surfrider.org/sotb-2018.



SURFRIDER IMPACT

BUILDING MOMENTUM FOR A WAVE OF CHANGE

BY SPENCER CAMPBELL, DIRECTOR OF DEVELOPMENT

Plastic and water pollution, offshore oil drilling and rising seas are threatening the places that we love the most. The good news is that there are solutions to these challenges and together, we can collectively make an enormous wave of impact.

The Surfrider Foundation is a network of passionate volunteers that empowers everyday citizens to be leaders in their communities to protect our ocean and coastlines. We are made up of people like you – surfers, swimmers, beachgoers, divers, kayakers, stand-up paddleboarders and other recreationists. Supported by regional and national experts, our local activists are advancing scalable change to defend clean water and healthy beaches.

The greatest strength of Surfrider is our structure, which connects our powerful grassroots network of volunteers with leading experts in community organizing, coastal science, policy and law. By matching local knowledge with global expertise and your support, we have developed a winning formula that has resulted in hundreds of coastal protection victories.

One of the biggest issues affecting our ocean and coasts is plastic pollution. Instead of breaking down, plastic breaks up into smaller pieces that persist in the ocean, absorb toxins and enter the food chain through fish, sea birds and other marine life. In fact, it's estimated that there are more than 5 trillion plastic particles currently floating at sea. In response to this



Above: Hands Across the Sand events bring together waves of coastal defenders to protect our ocean, waves and beaches.



Above: Surfrider's network of passionate volunteers empowers citizens to be leaders in their communities.

problem, Surfrider founded the Rise Above Plastics program more than a decade ago to raise awareness, find long-term solutions and provide volunteers with the tools to take action.

Surfrider's San Francisco Chapter achieved our first plastic victory in 2007. Local activists were determined to reduce plastic at the source and attended a 'Hearing for the Plastic Bag Reduction Ordinance' at their City Hall. After using their voices to support the passage of this important piece of legislation, San Francisco became the first city in the nation to ban plastic checkout bags in large markets and pharmacies.

Since that first victory, Surfrider has built massive momentum with the plastic bag ban wave that is now keeping billions of plastic bags out of circulation every year.

In California, our volunteers worked day in and day out to help pass more than a hundred local ordinances, which led to the first statewide bag ban in the nation. As of August 2019, there

are now seven states in the U.S. that have implemented bag ban legislation to reduce plastic pollution at the source.

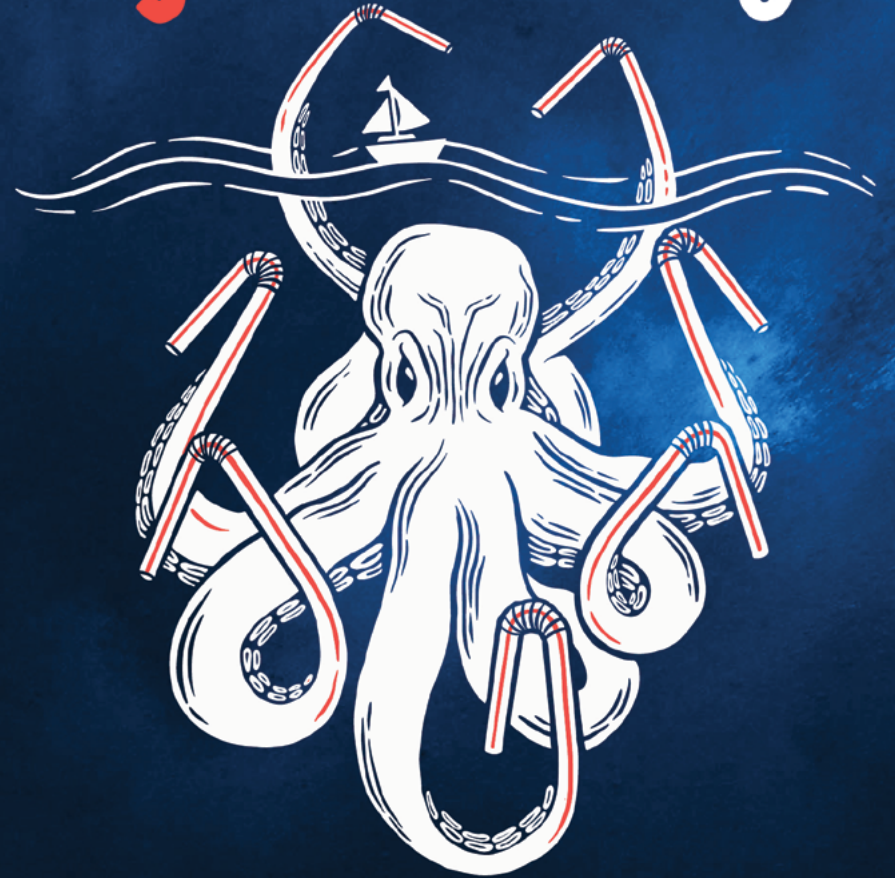
Before bag bans became the norm across the country, the first local victory happened because a group of people who cared about the ocean and coasts stood up and took action. They found their local Surfrider chapter and attended a hearing to protect what they loved. It took one person to care enough to bring this up as a problem, and a group of people to get involved and show up to support the solution.

Thank you for helping to make each of these victories happen. You are a key part to our success and it is the support of our members, volunteers and activists that make Surfrider the leading coastal protection network in the nation.

Learn how to support Surfrider's coastal defenders at surfrider.org/support-surfrider.



STRAWCTOPUS



THE **REAL MONSTER** OF THE OCEAN

In the U.S., over **170 million plastic straws** are used **every day**, that's over **63 billion a year**. A vast amount ends up in our marine environment.

Skip the straw and rise above single-use plastic.



REGIONAL SPOTLIGHT

BATTLING PLASTIC POLLUTION IN MAINE

BY MELISSA GATES, NORTHEAST REGIONAL MANAGER

Here at Surfrider, we know that hard work, solid science and persistence can pay off through major wins to protect the ocean, waves and beaches that we all love. We give of our time and resources to help achieve big victories – and that’s just what the Maine Chapter did in 2019. After more than five years of dedicated efforts, Surfrider’s Maine Chapter helped to drive forward the first statewide polystyrene foam foodware ban to be signed into law in the nation. In addition, the chapter supported

the passage of a single-use plastic bag bill and championed an amendment to ensure strong statewide legislation this year.

The Surfrider Maine Chapter’s work to protect the coast from plastic polystyrene foam started in 2013. The chapter engaged in a winning campaign to help pass a municipal ban on foam food packaging in the city of Portland, Maine. To develop this ordinance, the chapter’s Rise Above Plastics

coordinator was invited by the City Council to participate in a collaborative effort, the Green Packaging Working Group. As a result, Surfrider was commended by the Portland City Council Chair for our leadership and vital role in the formation of a strong ordinance, which positioned Portland as one of the first New England cities to implement a ban on polystyrene foam packaging.

After the victorious passage of the local polystyrene ban, the Maine State Legislature considered a ban on foam food packaging across the state and then reintroduced a proposed ban in 2017. The Surfrider Maine Chapter rallied, testified during the hearing and helped to build support. The tough battle was close but when it didn’t pass, the chapter was even more determined and that New England tenacity paid off in spades. In 2019, with fifteen local restrictions on polystyrene food packaging, the renewed energy around sound environmental policy helped to produce a new statewide bill.

Thanks to the ongoing dedication and efforts of the Surfrider Maine Chapter, Maine House Representative Stanley Paige Zeigler and other environmental leaders, Governor Janet T. Mills signed LD 289 into law on April 30, 2019,

banning disposable food service foam containers, along with plastic beverage stirrers, across the state.

In addition to the foam ban victory, the Surfrider Maine Chapter helped to advance the passage of a statewide plastic bag ban and championed the addition of the required fee on allowable plastic bags. While the introduced state draft failed to address proper incentivization of reusable bags, the chapter successfully elevated that important change during the public hearing. The new law, which goes into effect on April 22, 2020, bans single-use thin film plastic bags and requires a fee of at least 5 cents for all single-use paper and plastic film bags that are 4 mils or greater in thickness.

The Maine Chapter has achieved great success this year and we’re not done yet. We are working to ban single-use plastic straws in the city of Portland to build the case for support of similar statewide legislation. We will keep the momentum going in the right direction, law by law, until we win the fight against plastic pollution.

To find out more about Surfrider’s network, visit surfrider.org/chapters.



Above: Members of the Maine Chapter at their May meeting.

THE JOURNEY TO VICTORY



2013

Portland became one of the first New England cities to ban polystyrene foam packaging



2013

The Surfrider Maine Chapter recognized for their role in Portland's victory



2017

Despite strong efforts, proposed statewide ban on foam food packaging was denied



APRIL 30, 2019

LD 289 was signed, banning disposable foam containers across the state

PARTNERSHIP SPOTLIGHT

SMALL ACTS, BIG IMPACT

BY RACHAEL CUSHING, PARTNERSHIPS COORDINATOR

World Oceans Day, celebrated annually on June 8, inspires people across the globe to restore and protect the ocean. This year, Love Beauty and Planet joined the movement with sister homecare brand, Love Home and Planet, to cohost 27 Surfrider beach cleanups nationwide and donate \$250,000 to help protect clean water and healthy beaches. The brand also released a new line of products packaged in ocean-bound plastic.

From Oak Park, Illinois to Corpus Christi, Texas, and Santa Monica, California to Asbury Park, New Jersey, 1,569 volunteers picked up 7,332 pounds of trash and plastic from coastlines during our 2019 World Oceans Day events. That equates to the removal of more than 3.5 tons of litter from U.S. beaches by Surfrider volunteers, with the support of Love Beauty and Planet & Love Home and Planet.

In addition, Love Beauty and Planet has committed to using a material that the personal care industry has traditionally avoided in product packaging: post-consumer recycled plastic. For its new Clean Oceans product line, the brand took its commitment a step further to intercept potential pollution before it impacts the ocean. To generate product bottles, Love Beauty and Planet

incorporated 'ocean-bound plastic,' which is collected within 10 miles of the coastlines. Consequently, the brand's Clean Oceans line is sourced from ocean-bound, 100% post-consumer recycled plastic.

While upcycling materials is an impactful step in a positive direction, the brand recognizes that this affects only one phase



Above and below: Volunteers join together in Asbury Park, New Jersey, for a beach cleanup hosted by the Surfrider Foundation and Love Beauty and Planet & Love Home and Planet.

of plastic's destructive life cycle. According to Love Beauty and Planet, "Recycling is an example of an area where more collaboration is needed among many parties to create a sustainable future. Upcycling ocean-bound plastic is one of the ways we are working with partners to continue to innovate on this issue and help to lessen overall environmental footprints for a better planet."

We are proud to welcome new Surfrider partners, Love Beauty and Planet & Love Home and Planet. We look forward to their continued advancements to set new industry standards and their efforts to reduce plastic pollution at the source.



© LOVE BEAUTY AND PLANET



© LOVE BEAUTY AND PLANET



ACTIVIST PROFILE

EMMA KAVANAUGH

BY RYAN CRUSE, STUDENT CLUB NETWORK MANAGER

Why and when did you get involved with the Surfrider Foundation?

I first joined the Surfrider Foundation more than five years ago, when my sixth grade teacher helped me to get involved with plastic pollution projects. Through that connection, I met Catherine Uden and Morgan Knowles from Surfrider's Broward County Chapter and began working with them on the Ocean Friendly Restaurants (OFR) program. I soon heard about the Student Club Network and started a club at my school to expand the OFR program and get other students involved.

What inspired you to take action?

Living by the water, I have always been interested in ocean conservation. I realized that many people do not understand how their daily practices affect the environment and marine life. Growing up in Florida has given me extensive opportunities to get involved, so I had to take them!

What has been the highlight of your experiences related to the protection of the ocean and coasts?

Definitely my work with Surfrider! I love my club and helping with events and projects. Everyone with the organization is so kind and dedicated. My involvement with the Surfrider Foundation, most recently as President of the St. Thomas Aquinas High School Club, has taught me so much and gifted me with many friends and opportunities.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

I like to emphasize that a little goes a long way. If you know about an issue and have the ability to make a change, why not do something? There are so many ways to contribute or learn about environmental issues. Actions, such as picking up trash at the beach or reducing your plastic use, speak louder than words.

Anything else you'd like to add?

If you really care about the ocean or environment and want to do something to help, then go out and make a difference. It doesn't matter where you live – if you are passionate about an issue, find a way to get involved!



AMBASSADOR PROFILE

MIA MAESTRO

BY EDDIE ANAYA, MARKETING DIRECTOR

Why and when did you get involved with the Surfrider Foundation?

The Surfrider Foundation is an organization that a lot of friends collaborate with and that I've always followed closely. Surfrider has created a wonderful community here in California for ocean lovers and people who care about the environment. I initially got involved through my friend and Surfrider ambassador, Meg Haywood Sullivan. After that, I dove in pretty quickly to help with the Clean Border Water Now campaign in San Diego.

What inspires you to be active in ocean conservation?

Scuba diving is a big passion of mine. Of course, with that comes the understanding for reef and marine conservation. It's been quite devastating to see so many ecosystems collapsing in the past years due to rising water temperatures, commercial overfishing, plastics and water pollution. There isn't much time left for us to reverse that. There's so much beauty and life already lost. Also, after living in Los Angeles for almost 20 years and surfing California beaches for a while, you want the ocean in your backyard to be safe and clean. It should be every citizen's right.

What has been the highlight of your experiences related to the protection of the ocean and coasts?

A highlight for me has been realizing that community work, political engagement, calling your representatives, making noise and protesting for what matters can really make a difference.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

Small deeds, such as reducing plastic in every household, participating in beach cleanups and only purchasing items that are manufactured in an earth-friendly manner, go a long way. It's also important to educate the little ones. The young generations carry such a strong message and will for this planet. It is up to all of us to help protect the places we love for the future.

GEAR THAT GIVES BACK

[SHOP.SURFRIDER.ORG](https://shop.surfrider.org)



100% OF THE PROCEEDS FROM OUR STORE DIRECTLY FUND OUR MISSION TO **PROTECT OUR OCEAN, WAVES AND BEACHES**



DONOR PROFILE

KIM JOHNSON

BY SPENCER CAMPBELL, DIRECTOR OF DEVELOPMENT

Why and when did you get involved with the Surfrider Foundation?

I first heard about the Surfrider Foundation in college, went to a few events, and then really connected with the organization when my husband, Jack, started playing shows. On Jack's first club tour in 2001, we invited Surfrider to table at all the performances, which was the beginning of our longstanding relationship. In 2008, we launched our All At Once campaign and brought a Surfrider representative on the road with us to engage fans on the topics of plastic waste reduction and healthy oceans. Our Kōkua Hawai'i Foundation and the Johnson Ohana Foundation have also worked closely with Surfrider Hawai'i chapters to help support and expand the Ocean Friendly Restaurants program nationwide.

What inspired you to take action?

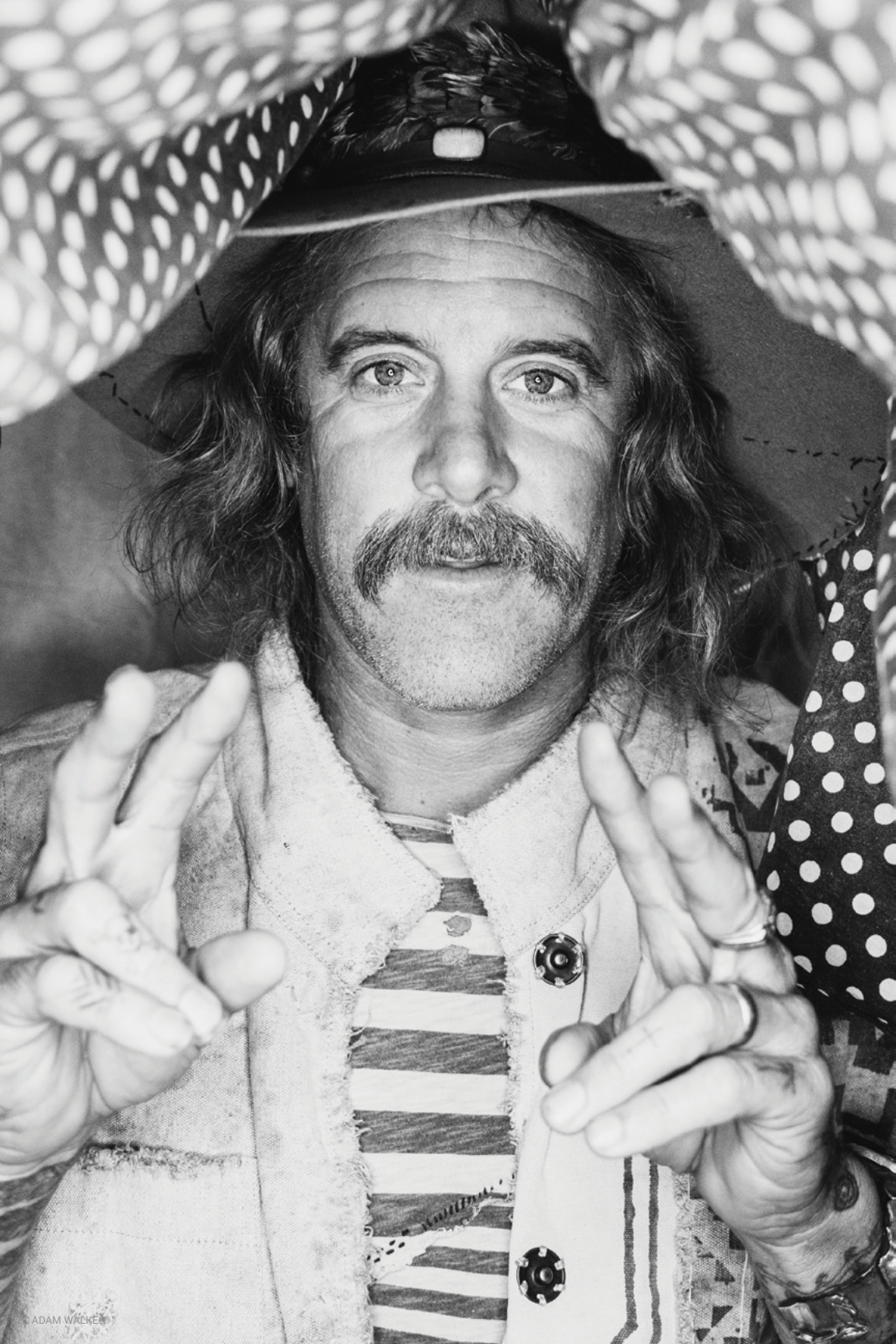
Growing up along the coast, the ocean has always been an important part of my life. It's a place that gives me a sense of peace. Seeing the impacts of environmental issues pushed me to want to take care of it. When I started working in the music industry, I explored ways to reduce plastic waste through reusable cup and BYOBottle programs, water refill stations and contractual changes with promoters and venues.

What has been the highlight of your experiences related to the protection of the ocean and coasts?

As a former high school teacher, I look at most things through the lens of education. Probably the biggest highlight is seeing excitement and discovery through the eyes of children. Most of the time, they are not overwhelmed by negative impacts. They are in awe of crabs crawling on the rocks or thrilled to find a cool piece of beach glass. Through that perspective, we are reminded that there is beauty and hope all around us and we are doing this work for future generations.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

Our programs and outreach campaigns have always been focused on solutions. The daily actions we take to reduce single-use plastic can have a big impact at a larger scale. Personal change can lead to global change!



FEATURED ARTIST

DONAVON FRANKENREITER

BY MARY HERBRANSON, PARTNERSHIPS MANAGER

Why and when did you get involved with the Surfrider Foundation?

I was about 16 when I heard about the Surfrider Foundation. I remember being so excited that there was a group of people trying to protect the ocean, waterways and beaches – even inland. At that point, I knew I needed to get involved and support Surfrider in any way I could. Since then, I've been fortunate enough to get connected with different Surfrider chapters all over the world. Surfing and music go hand-in-hand. Both mean the world to me, so it's a natural fit to try to help do my part.

What inspired you to take action?

I've always been inspired by the beauty of the ocean and what it means to all living creatures on this planet. The ocean is the greatest and most important thing for us to even be able to exist. At the rates that pollution and environmental threats are increasing, if we don't make some kind of shift in the way we consume products, we're in trouble.

What has been the highlight of your experiences related to the protection of the ocean and coasts?

The one thing I take away from all of my experiences is the feeling you get when you take action. It can be just one little thing – like picking up some trash when leaving the beach. There's a subtle joy in those personal moments of taking initiative. By spending a few hours doing a beach cleanup with a group, you're building bonds with people and the planet at the same time. Knowing you are able to make a change by doing small things in your own community – that's the magic. I really believe that is where it all starts.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

We live in a 'throw away' culture. Ironically, there is no such thing as 'away.' Almost everything is really just going somewhere else. A lot of times, it's that 'out of sight, out of mind' mentality that causes so much damage. Think globally, act locally.



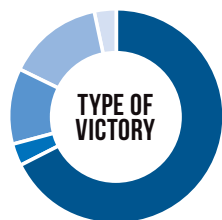
2019 COASTAL VICTORIES UPDATE

A coastal victory is a decision made in favor of the coastal and ocean environment that results in a positive conservation outcome, improves coastal access, or both.



62

TOTAL VICTORIES

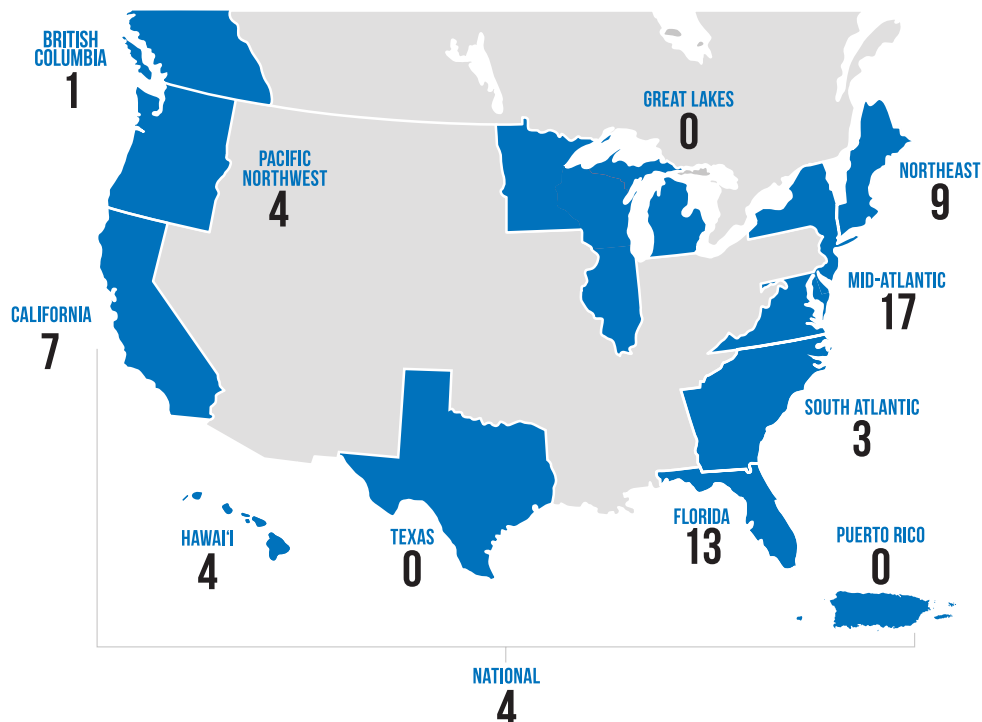


Plastic Pollution: 42
Beach Access: 2
Ocean Protection: 7
Clean Water: 9
Coastal Preservation: 2



Local: 40
State: 16
Regional: 1
National: 5

WHERE THE VICTORIES TOOK PLACE



(VICTORIES AS OF AUGUST 2019)

For more information on our victories visit surfrider.org/campaigns.



IMPACT OUR FUTURE THROUGH PLANNED GIVING

Touch the lives of others while creating a lasting legacy. Help the Surfrider Foundation advance the protection of our ocean, waves and beaches for future generations.

INCLUDE SURFRIDER IN YOUR ESTATE PLANNING
TO LEARN MORE, VISIT [SURFRIDERLEGACY.ORG](https://surfriderlegacy.org)
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